

01-29-1999

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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark OfficeTab settings ☐ ☐ ☐ ☒

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To the Honorable Commissioner of Patents &

original documents or copy thereof.

1. Name of conveying party(ies):

Plantation Baking Company

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State Illinois
☐ Other _____

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: December 31, 1998

2. Name and address of receiving party(ies)

Name: Elfin Equity Company, L.L.C.Internal Address: Law DepartmentStreet Address: 677 Larch AvenueCity: Elmhurst State: IL ZIP: 60126

- ☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☐ Corporation-State _____
☒ Other Limited Liability Company (Delaware)

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,986,578

Olde New England Brand Pecan
Fudge BrownieAdditional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jo E. Osborn, Senior CounselInternal Address: Law DepartmentKeebler CompanyStreet Address: 677 Larch AvenueCity: Elmhurst State: IL ZIP: 601266. Total number of applications and registrations involved: 17. Total fee (37 CFR 3.41).....\$ 40.00☒ Enclosed☐ Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

1/28/1999 TTM11 00000125 1907670

1 FC:481

40.00 DP

DO NOT USE THIS SPACE

9. Statement and signature.

*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*Jo E. Osborn

Name of Person Signing

Signature

1/25/99

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents & Trademarks, Box Assignment

Washington, D.C. 20231

TRADEMARK

REEL: 1845 FRAME: 0351

ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Plantation Baking Company, an Illinois corporation having a place of business at 677 Larch Avenue, Elmhurst, Illinois (hereinafter "Assignor"), has adopted, and owns, the trademarks identified and set forth in Schedule A, attached hereto and incorporated herein, and owns the corresponding Federal Registrations on the Register of the United States Patent and Trademark Office for the goods and/or services identified therein (hereinafter referred to collectively as "Trademarks"); and

WHEREAS, Elfin Equity Company, L.L.C., a Delaware Limited Liability Company having its principal place of business at 677 Larch Avenue, Elmhurst, Illinois (hereinafter "Assignee"), desires to acquire the entire right, title, and interest in said Trademarks;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign and transfer unto Assignee, and its successors in interest, the entire right, title, and interest in, and to, said Trademarks, including the goodwill appurtenant thereto;

AND, for the same consideration, Assignor does assign and transfer to Assignee, and its successors in interest, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereafter acquire, on account of any infringement of the said Trademarks prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, has executed this instrument on this 31st day of December, 1998, to be effective December 31, 1998.

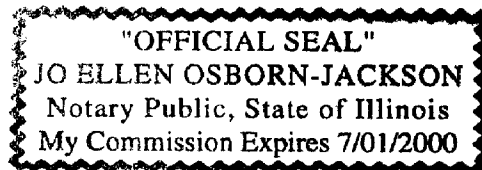
PLANTATION BAKING COMPANY
("Assignor")

By: *James J. H.*
Title: *Asst. Manager*

STATE OF ILLINOIS }
 } SS.
COUNTY OF DU PAGE }

Subscribed and sworn to before me this 31st day of December, 1998.

Jo Ellen Osborn-Jackson
Notary Public



SCHEDULE A

Trademark

Registration
Number

Olde New England Brand Pecan Fudge Brownie

1,986,578